Amendments to the claims are presented herein by presenting a complete set of pending claims, as amended, in clean form. Also, an Appendix entitled "Version With Markings to Show Changes Made," showing the current amendments to the claims is attached hereto.

Please amend the above-identified application as follows:

IN THE CLAIMS:

Please replace the previous version of the claims with the following clean version, wherein claims 1-18 incorporate new amendments thereto and claims 19-30 have been added.

Sub C1

1. (Once Amended) A liquid crystal display device comprising:

a liquid crystal display which uses reflective type liquid crystal with a memory effect;

a driving circuit which performs writing on the liquid crystal display;

a power supply circuit which supplies electric power to the driving-circuit; and

a controller which inactivates at least part of the power supply circuit after writing on the liquid crystal display.

Sub D2

2. (Once Amended) A liquid crystal display device according to claim 1, wherein:

the power supply circuit incorporates a booster circuit; and

the controller inactivates the booster circuit after writing on the liquid crystal display.

B1 Sub E1

3. (Once Amended) A liquid crystal display device comprising:

a liquid crystal display which uses reflective type liquid crystal with a memory effect;

a driving circuit which performs writing on the liquid crystal display;

a data processing unit which is connected to the driving circuit, the data processing unit incorporating at least one central processing unit; and

a controller which inactivates at least part of an internal circuit of the at least one central processing unit after writing on the liquid crystal display.

4. (Once Amended) A liquid crystal display device according to claim 3, wherein the at least one central processing unit is capable of operating in a sleep mode to inactivate part of the internal circuit by itself after writing on the liquid crystal display.

5. (Once Amended) A liquid crystal display device according to claim 1, not comprising a power switch for turning on and off a main power source.

6. (Once Amended) A liquid crystal display device according to claim 1, wherein the liquid crystal display uses liquid crystal which exhibits a cholesteric phase.

Sub E1

7. (Once Amended) A liquid crystal display device according to claim 3, wherein:

the data processing unit incorporates a plurality of central processing units; and

the controller also inactivates at least part of an internal circuit of at least one of the central processing units after writing on the liquid crystal display.

8. (Once Amended) A liquid crystal display device according to claim 1, wherein unchangeable information is displayed on the liquid crystal display.

Sub C2

9. (Once Amended) A liquid crystal display device according to claim 1, further comprising an operation section with which an user is capable of making an input,

wherein writing on the liquid crystal display is carried out in accordance with the input made with the operation section.

B1 Sub E1

10. (Once Amended) A liquid crystal display device according to claim 9, wherein inactivation of at least part of the power supply circuit is inhibited while an input is being continuously made with the operation section.

11. (Once Amended) A liquid crystal display device according to claim 1, further comprising a receiving circuit which receives a signal from outside,

wherein information about reception of a signal at the receiving circuit is displayed on the liquid crystal display.

12. (Once Amended) A liquid crystal display device according to claim 1, wherein the controller inactivates at least part of the power supply circuit immediately after writing on the liquid crystal display.

13. (Once Amended) A liquid crystal display device according to claim 1, wherein the controller inactivates at least part of the power supply circuit a specified time after writing on the liquid crystal display.

Sub E1

14. (Once Amended) A liquid crystal display device according to claim 1, wherein the controller is capable of operating in a first mode to inactivate at least part of the power supply circuit immediately after writing on the liquid crystal display and in a second mode to inactivate at least part of the power supply circuit a specified time after writing on the liquid crystal display.

Sub D3

15. (Once Amended) A portable electronic device comprising:

a liquid crystal display which uses reflective type liquid crystal with a memory effect;

a driving circuit which performs writing on the liquid crystal display;

a power supply circuit which supplies electric power to the driving circuit;

a controller which inactivates at least part of the power supply circuit after writing on the liquid crystal display; and

B1

a casing which encases the liquid crystal display, the driving circuit, the power supply circuit and the controller.

16. (Once Amended) A method for driving a liquid crystal display device provided with a liquid crystal display which uses reflective type liquid crystal with a memory effect, said method comprising the step of:

after writing on the liquid crystal display, inactivating at least part of a power supply circuit which supplies electric power to a driving circuit which performs writing on the liquid crystal display.

17. (Once Amended) A driving method according to claim 16, wherein at least part of the power supply circuit is inactivated immediately after writing on the liquid crystal display.

18. (Once Amended) A driving method according to claim 16, wherein at least part of the power supply circuit is inactivated a specified time after writing on the liquid crystal display.

Sub D4

19. (New) A portable electronic device according to claim 15, wherein the controller also inactivates at least part of an internal circuit of the data processing unit after writing on the liquid crystal display.

20. (New) A driving method according to claim 16, further comprising the step of inactivating at least part of an internal circuit of a data processing unit which is connected to the driving circuit.

Sub D3

21. (New) A liquid crystal display according to claim 7, wherein:

the controller inactivates at least part of an internal circuit of at least one of the central processing units and keeps the remaining one(s) of the central processing units active.

Sub E1 B2

22. (New) A liquid crystal display device according to claim 21 wherein:

the at least one central processing unit of which at least part of an internal circuit is inactivated by the controller is higher in processing ability than the remaining one(s) of the central processing units.

23. (New) A portable electronic device according to claim 15, wherein:

the reflective type liquid crystal exhibits a cholesteric phase.

24. (New) A portable electronic device according to claim 15, wherein:

the liquid crystal display includes a pair of substrates accommodating the reflective type liquid crystal therebetween.

Sub D5

25. (New) A portable electronic device according to claim 24, wherein:

at least one of the substrates is flexible.

Sub E1

26. (New) A portable electronic device according to claim 24, wherein:

a plurality of resin pillars are provided between the substrates.

Sub D6

27. (New) A portable electronic device according to claim 15, wherein:

the reflective type liquid crystal includes a plurality of display areas.

Sub C4

28. (New) A liquid crystal display device comprising:

a liquid crystal display which uses reflective type liquid crystal with a memory effect;

a driving circuit which performs writing on the liquid crystal display;

a data processing unit which is connected to the driving circuit:

B2

a power supply circuit which supplies electric power to the driving circuit and the data processing unit; and

a controller which inactivates at least part of the power supply circuit and/or at least part of an internal circuit of the data processing unit after writing on the liquid crystal display, thereby inhibiting electric power supply to the liquid crystal display.

Sub E1

29. (New) A liquid crystal display device according to claim 28, wherein:

power supply from the power supply circuit to the driving circuit is inhibited by the controller.

Sub C5

30. A liquid crystal display device according to claim 28, wherein:

the refective type liquid crystal exhibits a cholesteric phase.